

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (previously presented) A method comprising:
  - sensing presence of a consumer proximate to a display of consumer goods;
  - invoking, based on the presence of the consumer, an advertisement selected from a group of previously supplied advertisements, the advertisements directed to at least one sense of the consumer; and
  - reporting statistics of invocation of advertisements.
2. (previously presented) The method as defined in claim 1 wherein sensing the presence of the consumer further comprises ultrasonically detecting the presence of the consumer.
3. (previously presented) The method as defined in claim 1 wherein sensing the presence of the consumer further comprises detecting changes in an electric field caused by presence of the consumer.
4. (previously presented) The method as defined in claim 1 wherein sensing the presence of the consumer further comprises optically detecting the presence of the consumer.
5. (previously presented) The method as defined in claim 4 wherein optically detecting further comprises detecting using a laser system.
6. (previously presented) The method as defined in claim 1 wherein sensing the presence of the consumer further comprises detecting a radio frequency identification device carried by the consumer.
7. (previously presented) The method as defined in claim 1 wherein invoking an advertisement directed to at least one sense of the consumer further comprises invoking an advertisement directed to at least one sense selected from the group: visual, audio and olfactory.

8. (previously presented) The method as defined in claim 1 wherein invoking an advertisement further comprises playing a video clip.
9. (previously presented) The method as defined in claim 8 wherein invoking an advertisement further comprises playing a video clip with audio.
10. (previously presented) The method as defined in claim 1 wherein invoking an advertisement further comprises playing an audio clip.
11. (previously presented) The method as defined in claim 1 wherein invoking an advertisement further comprises releasing a chemical to be detected by the consumer's sense of smell.
12. (previously presented) The method as defined in claim 1 further comprising detecting removal of a consumer good from the display of consumer goods.
13. (previously presented) The method as defined in claim 12 wherein detecting removal of a consumer good from the display of consumer goods further comprises reading a radio frequency tag embedded in the consumer good as the tag passes through a reading beam.
14. (previously presented) The method as defined in claim 1 wherein the display of consumer goods is a product display having a door, and wherein sensing presence of the consumer further comprises sensing opening of the door.
15. (previously presented) The method as defined in claim 14 wherein sensing opening of the door further comprises ultrasonically detecting opening of the door.
16. (previously presented) The method as defined in claim 14 wherein invoking an advertisement directed to at least one sense of the consumer further comprises invoking an advertisement directed to at least one sense selected from the group: visual, audio and olfactory.

17. (previously presented) The method as defined in claim 14 wherein the product display having a door is a freezer.

18. (currently amended) An advertising system comprising:

a first computer system;

a remote advertising player coupled to the first computer system by way of a communication system; and

wherein the remote advertising player senses presence of a person proximate to a display of consumer goods, and plays an advertisement stored in the remote advertising player previously supplied by the first computer system, and wherein the remote advertising ~~system~~ player reports a metric of advertising play to the first computer system.

19. (previously presented) The system as defined in claim 18 wherein the communication system comprises, at least in part, a wireless communication system.

20. (currently amended) The system as defined in claim 19 wherein the remote advertising player further comprises: a radio frequency communication circuit that may at least periodically be wirelessly coupled to the first computer system; a storage medium coupled to the radio frequency communication circuit, the storage medium storing advertisements; and a communication device for reproducing the advertisement.

21. (previously presented) The system as defined in claim 20 wherein the communication device further comprises video display.

22. (previously presented) The system as defined in claim 20 wherein the communication device further comprises an audio speaker.

23. (previously presented) The system as defined in claim 22 wherein the communication device further comprises a video display.

24. (previously presented) The system as defined in claim 18 further comprising a second

computer system coupling the first computer system and the remote advertising player, and wherein the second computer system facilitates communications between the first computer system and the advertising player.

25. (previously presented) The system as defined in claim 24 wherein the second computer system couples to the first computer system by way of an Internet connection.

26. (previously presented) The system as defined in claim 25 wherein the second computer system couples to the first computer system by way of a satellite communication system.

27. (previously presented) The system as defined in claim 24 wherein the second computer system couples to the advertising player by way of the wireless communication system.

28. (previously presented) The system as defined in claim 18 further comprising a sensing device coupled to the advertising player, and wherein the advertising player plays advertisements when the sensing device detects presence of a person.

29. (previously presented) The system as defined in claim 28 wherein the sensing device further comprises an ultrasonic sensor.

30. (previously presented) The system as defined in claim 29 wherein the ultrasonic sensor is in operational relationship to a door of a freezer.

31. (previously presented) The system as defined in claim 28 wherein the sensing device further comprises an electric field sensing device adapted to detect presence of the person by changes in ambient electric field caused by the person.

32. (previously presented) The system as defined in claim 28 wherein the sensing device further comprises an optical sensing device.

33. (previously presented) The system as defined in claim 32 wherein the optical sensing device

further comprises a laser based sensing device.

34. (previously presented) The system as defined in claim 28 wherein the sensing device further comprises a radio frequency identification tag reader, and wherein the radio frequency identification tag reader detects a person carrying a radio frequency identification tag.

35. (previously presented) The system as defined in claim 18 further comprising a radio frequency identification tag reader coupled to the advertising player, and wherein the advertising player detects that a person has removed an item from a group of items by scanning a radio frequency identification tag associated with the item.

36. (previously presented) The system as defined in claim 18 further comprising a third computer system coupled to the first computer system, the third computer system used to create advertisements.

37. (previously presented) The system as defined in claim 18 wherein the advertising player provides information to a person about products proximate to the advertising player.

38. (previously presented) The system as defined in claim 37 wherein the advertising player provides nutritional information about foods proximate to the advertising player.

39. (currently amended) A system comprising:

- a processor;

- a random access memory (RAM) coupled to the processor;

- a communication device coupled to the processor;

- a sensing device coupled to the processor; and

- an advertisement reproduction device coupled to the processor;

- wherein the ~~system~~ processor receives advertisements by way of the ~~radio frequency~~ communication device and stores the advertisements in the RAM;

- wherein the processor is programmed to sense proximity of a consumer proximate to a display of consumer goods using the sensing device, and when a consumer is detected by the

sensing device, the processor is further adapted to play an advertisement stored in the RAM on the advertisement reproduction device;

wherein the processor is further programmed to send data to external devices, by way of the ~~radio frequency~~ communication device, regarding statistics of advertising play.

40. (previously presented) The system as defined in claim 39 wherein the sensing device comprises at least one device selected from the group of: ultrasonic sensor, laser device, magnetic flux change sensor, and radio frequency identification tag reader.

41. (previously presented) The system as defined in claim 39 wherein the advertisement reproduction device further comprises an audio speaker.

42. (previously presented) The system as defined in claim 39 wherein the advertisement reproduction device further comprises a video display.

43. (previously presented) The system as defined in claim 42 wherein the advertisement reproduction device further comprises a audio speaker.

44. (previously presented) The system as defined in claim 42 wherein the video display further comprises a touch screen control panel, and wherein the system is adapted to interactively provide information to the consumer.

45. (previously presented) The system as defined in claim 39 wherein the communication device further comprises a radio frequency communication device.

46. (previously presented) The system as defined in claim 39 wherein the communication device further comprises a network interface.

47. (currently amended) A system comprising:  
a means for executing programs and storing information;

a means for reproducing advertisements coupled to the means for executing programs by way of means for wirelessly communicating; and

wherein the means for reproducing advertisements senses presence of a person proximate to a display of consumer goods, and plays advertisements stored in the means for reproducing advertisements previously supplied by the means for executing.